

4030 easton station, suite 300  
columbus, oh 43219

ph 614.383.1500 fx 614.383.1501

## Fahlgren Advertising Wins Best of Show at 2009 ADDY Competition

COLUMBUS, Ohio (February 26, 2010) – Fahlgren Advertising announced today that it took home Best of Show, the most prestigious honor of last night's 2009 ADDY Awards sponsored by the Advertising Federation of Columbus. The annual awards ceremony recognizes the best work among central Ohio advertising firms and professionals.

The awards celebration, held yesterday at The Columbus Renaissance Hotel in downtown Columbus, honors recipients with Gold ADDYs (the highest honor) and Silver ADDYs (the second highest honor) for the most effective campaigns as judged by advertising professionals.

Fahlgren Advertising won Best of Show honors for its NAPA Auto Parts television campaign targeting the car enthusiast NASCAR/NHRA audience. The four spots in the campaign (Charades, Picture Game, Twenty Questions and Word Game) feature NASCAR driver Michael Waltrip and NHRA driver Ron Capps handily beating fans with their superior parts knowledge while playing well known parlor games. The goal for NAPA, as always, was to promote their high quality automotive replacement parts. The trick was to tell that story using two distinct celebrity personalities while still appealing to two separate racing audiences. The solution was to show, via the driver's uncanny knowledge, that nobody knows parts like NAPA.

"This business is all about the power of great ideas. We have an unrelenting passion to create ideas that drive results for our clients. When you work with a client who understands the creative process, and shares in that passion, the results are amazing," said John Kirk, Fahlgren Advertising's Senior Vice President, Creative Director behind the campaign.

In addition to Best of Show, Fahlgren won three Gold ADDYs and 11 Silver ADDYs for its work on behalf of McDonald's; Schottenstein, Zox & Dunn; NAPA; Blue Magic and VISIT FLORIDA. Check out all Fahlgren's 2009 ADDY-winning entries at <http://gallery.fahlgren.com/addys>.

"This Best of Show award reminds us that TV continues to be a powerful medium for connecting with target audiences. Traditional advertising is not dead; it's not an either/or. It's about the art and science of selecting the right mix of channels to run great, engaging creative that connects and engages your target audience," said Pete McGinty, President, Fahlgren Advertising. "As a leader in the central Ohio advertising community, we're reinventing ourselves everyday while staying dedicated to developing unique and insightful campaigns that not only gain recognition from our peers, but most importantly, move the needle for our clients."

### About Fahlgren

Columbus, Ohio-based Fahlgren Inc. is one of the nation's top independent communications agencies employing 150 communications professionals in six states. Fahlgren, Inc. serves clients through two business units: Fahlgren Advertising and Fahlgren Mortine Public Relations. The firm serves regional and national clients including McDonald's, Emerson Network Power, Cooper Tires, Kroger, Worthington Industries, Grange Insurance and Ohio Tourism Division. For more information, please visit [www.fahlgren.com](http://www.fahlgren.com) and [www.fahlgrenmortine.com](http://www.fahlgrenmortine.com), and since the acquisition announced Q1 2010, also check out [www.edwardhoward.com](http://www.edwardhoward.com).

### **About the ADDYs**

The ADDYs are the advertising industry's largest and most representative competition. This event attracts more than 500,000 entries annually nationwide through local ADDY competitions. Entry categories range across all disciplines of creative services including print, interactive and broadcast. Leading work is rewarded with Gold and Silver awards. Top honors given are Judge's Choice and Best of Show. Golds are automatically entered into the Fifth District ADDY competition, in which entries from Ohio, Kentucky and West Virginia compete to advance to the national competition.

### **About Columbus Advertising Federation**

The Columbus Chapter of the American Advertising Federation, AdFed Columbus represents nearly 100 member companies. AdFed Columbus works to enhance the professional development of members, while increasing recognition for the advertising industry and giving back to the local community.

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For more information, contact:

Jenny Fuerst

Director, Corporate Communications

614-383-1523

[jenny.fuerst@fahlgren.com](mailto:jenny.fuerst@fahlgren.com)